

# RevGen<sup>2</sup> Playbook

Moving the revenue needle requires increasing the volume and velocity of the “right” opportunities. We systemically apply the ‘science of sales’ to deliver a targeted campaign. We meticulously refine the profile and persona of the ideal customer prospect, then fill the funnel with high-value leads and opportunities.



## Benefits

RevGen<sup>2</sup> refines the volume and velocity of opportunities in your sales pipeline. Marketing leads are balanced to your revenue goals, and opportunities are pursued efficiently through the sales process. Your sales team will spend more of their time developing and closing the most promising opportunities. Bottlenecks in your sales funnel will be removed, so deals and revenue flow more quickly.

# RevGen<sup>2</sup> – Focus on the ‘right’ volume. Then optimize velocity.

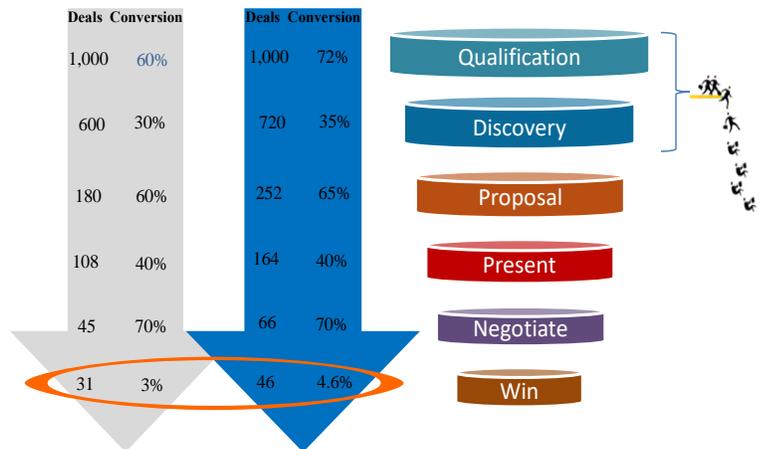
RevGen<sup>2</sup> establishes a ‘value coverage model’ so your sales teams are pursuing the right deals. It provides a data driven framework that aligns your sales process stage-to-stage with the optimal profiles and key personas of your ideal customer. RevGen<sup>2</sup> creates early warning alerts, as well as defined corrective actions, when opportunities fail to meet the established requirements by stage in the sales cycle. It develops metrics for the required volume and velocity of opportunities to meet bookings and revenue objectives.

## How does RevGen<sup>2</sup> work?

RevGen<sup>2</sup> aligns your bookings and/or revenue targets to your existing opportunity pipeline to uncover gaps. We work with your team to establish the quality and quantity of opportunities needed to meet your goals.

Additionally, RevGen<sup>2</sup> establishes the optimal customer profile that can be mapped to existing opportunities to identify proactive corrective action to enhance the probability of sales success.

Campaign Volume Before & After QSS

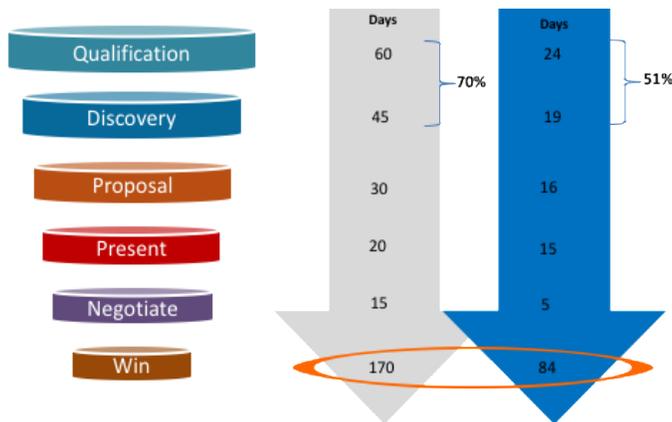


## What are the RevGen<sup>2</sup> deliverables?

RevGen<sup>2</sup> has four primary deliverables:

- Size of Prize: your bookings / revenue targets
- Leverage Smart Targeting playbook for ideal customer profiles and personas:
  - Evaluate key recent wins
  - Analysis of CRM data with CRM Analyzer™
  - Interviews with customers and internal team
- Roadmap of opportunity-to-customer stages
- Document the required volume and velocity

Campaign Velocity Before & After QSS



## Why QSS?

The science of selling is in our DNA. We leveraged our expertise in compiling, producing and analyzing sales performance data to develop our RevGen<sup>2</sup> methodology. We apply our RevGen<sup>2</sup> methodology and our senior advisors’ years of marketing, sales and management experience to increase the volume and accelerate the velocity of deals in your pipeline.

## To find out more about RevGen<sup>2</sup>:



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